

CLAIMS

1. Use of at least one prostaglandin EP-3 receptor agonist as a cosmetic agent for attenuating, reducing or stopping the growth of head hair and other hairs.
2. Use according to Claim 1, characterized in that the agonists are chosen from sulprostone, compound TEI3356, compound M&B-28767 and prostaglandin PGE1.
3. Use of prostaglandin EP-3 receptor agonists according to Claim 1 or 2, in or for the preparation of a cosmetic composition for topical application, for attenuating, reducing or stopping the growth of head hair and other hairs.
4. Use according to Claim 3, characterized in that the said cosmetic composition contains from 0.001% to 10% and preferably from 0.1% to 5% of agonist by weight relative to the weight of the composition.
5. Use according to Claim 3 or 4, characterized in that the cosmetic compositions may also contain prostaglandin EP-2 and EP-4 receptor antagonists, in order to increase the loss of head hair and other hairs.
6. Use according to any one of Claims 3 to 5, characterized in that the composition also contains a cosmetically acceptable medium consisting of water or water and at least one organic solvent chosen from the group consisting of hydrophilic organic solvents, lipophilic organic solvents and amphiphilic solvents, or mixtures thereof.

7. Use according to Claim 6, characterized in that the organic solvents are chosen from the group consisting of monofunctional or polyfunctional alcohols, optionally oxyethylenated polyethylene glycols, polypropylene glycol esters, sorbitol and its derivatives, dialkyl isosorbides, glycol ethers, polypropylene glycol ethers and fatty esters.
8. Use according to Claim 6 or 7, characterized in that the organic solvent(s) represent(s) from 5% to 98% of the total weight of the composition.
9. Use according to any one of Claims 3 to 8, characterized in that the composition also comprises at least one fatty phase.
10. Use according to Claim 9, characterized in that the fatty phase represents from 0% to 50% of the total weight of the composition.
11. Use according to any one of Claims 3 to 10, characterized in that the composition also contains at least one additive chosen from the group consisting of conventional hydrophilic or lipophilic gelling agents and/or thickeners; hydrophilic or lipophilic active agents; preserving agents; antioxidants; fragrances; emulsifiers; moisturizers; pigmenting agents; depigmenting agents; keratolytic agents; vitamins; emollients; sequestering agents; surfactants; polymers; acidifying or basifying agents; fillers; free-radical scavengers; ceramides; sunscreens; insect repellents; slimming agents; colorants; bactericides; anti-dandruff agents.
12. Use according to any one of Claims 3 to 11, characterized in that the composition is in the form

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13. Use according to any one of Claims 3 to 12, characterized in that the composition has the appearance of a white or coloured cream, an ointment, a milk, a lotion, a serum, a paste, a mousse or a solid.
14. Use according to any one of Claims 3 to 13, characterized in that the composition has a pH of between 3 and 8.
15. Cosmetic treatment process for attenuating, reducing or stopping the growth of head hair and other hairs, characterized in that it consists in applying to the head hair and other hairs a cosmetically effective amount of agonists as defined in either of Claims 1 and 2.
16. Cosmetic treatment process for attenuating, reducing or stopping the growth of head hair and other hairs, characterized in that it consists in applying to the head hair and other hairs a cosmetic composition as defined in any one of Claims 3 to 13.